

Civic Engagement

**Charting A Course
Northland Foundation
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representing alternative perspectives and
pressing them on public and private
decision makers

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Advocacy

- Opening and Welcome
- Defining Civic Engagement and Advocacy
- What We Can Expect
- Legal Requirements
- Q & A
- Panel of Experts
- Workshop – Planning Your Agenda

Agenda

Key Concepts for NonProfit Organizations

- *Community organizing – grassroots campaign*
- *Public policy and lobbying – lobbyist, passing legislation*
- *Litigation – class action suit, case law*
- *Nonpartisan voter engagement – get out the vote*

Defining

Forces for Good: The Six Practices of High-Impact Nonprofits

- Advocacy as one of the six practices of high-impact nonprofits
 - Cannot achieve systemic change through service delivery alone
 - Bridge the divide – become good at doing both
 - Advocate and Serve

Advocate and Serve – High Impact

MUST

- Add Civic Value
- Be Inclusive – including people impacted
- Be Credible – reliable facts
- Serve the Public Good

Public Advocacy Principles

- Remove/address barriers
- Funding for programs and initiatives
- Awareness of issues
- Systemic issues to poverty

The Why

- Research – provide data and stories
- Campaign with message and call to action
- Lobbying to pass legislation
 - Craft and sponsor
 - Support
 - Educate, including expert testimony
- Coalitions – building and joining
- Strategy – media, grassroots, viral, social media, etc.

Tactics

- Organizational Commitment
- Organizational Decision Making Structure
- Policy Agenda
- Relationships – Coalitions
- Organizational Resources
- Communication Infrastructure
- Knowledge of Politics
- Technical Expertise

What it Takes

Collective Impact

- Common Agenda
- Shared Measurement Systems
- Mutually Reinforcing Activities
- Continuous Communication
- Backbone Service Organization

Success Takes

- Strategy and Plan
- Timing – Early Wins, long-term view
- Key Supporters – Die on the Sword
- Lobbyist and Public Relations
- Dollars – nonprofit requirements
- Testify – building credibility as an expert

Lessons Learned

Resources on Northland's Website

- Tool Kit: Building Capacity
- Collective Impact
- Personal Visits
- Testimony
- Writing a Letter
- Grass Roots vs. Direct Lobbying

Book: The Lobbying and Advocacy Handbook

Resources